ORDER

Order / Rev: 683413 **Orders** Alt Order #: 06142229 KAINE FOR SENATE **Product Desc: WUSA** Estimate: 11102 Flight Dates: 10/15/12 - 10/21/12 Primary AE: Aaron Ashe T-WAS Original Date / Rev: 05/14/12 / 05/14/12 Sales Office: NAT Order Type: **Political** Sales Region: Agency Name: Media Strategies & Research/ POL **Buying Contact:** Billing Type: Cash **Billing Contact:** Billing Calendar: **Broadcast** 11350 Randon Hills Road, Suite 670 Billing Cycle: EOM/EOC Fairfax, VA 22030 Agency Commission: 15% Advertiser Name: Kaine, T/D/Sen/VA Demographic: A35+ New Business Thru: **Product Codes: PL-US Senate** Order Separation: 00:15:00 Priority: P-5 Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	60	\$102,250.00	\$86,912.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	60	\$102,250.00	\$86,912.50	0.00
Totale	60	\$102 250 00	\$86 912 50	0.00

Agency External ID:

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

AGY, GEN, POL

Order Share	Share	Total
WUSA	23%	\$102,250.00
Market	100%	\$444,565.22

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	1%	\$4,445.65
WDCA	1%	\$4,445.65
WJLA	19%	\$84,467.39
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$155,597.83
WTTG	21%	\$93,358.70
WWPX	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount	
1 WUSA	10/15/12	10/19/12	5-6a 9 News @ 5a 9News @ 5a	a CM	5-6a	M-W-F	:30	3	\$450.00P-2	0.00 NM	3	\$1,350.00	
<u>Star</u> Week: 10/1		End Date 10/21/12	Weekdays M-W-F	Spots/Week 3	Rate \$450.00	Rating 0.00							
2 WUSA	10/15/12	10/19/12	6-7a 9 News @ 6a 9News @ 6a	a CM	6-7a	MTWTF	:30	5	\$500.00P-2	0.00 NM	5	\$2,500.00	
Star Week: 10/1		End Date 10/21/12	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$500.00	Rating 0.00							

Print Date: 05/14/12 10:48:11 Page 2 of 3

Order / Rev:

683413

Advertiser:

Kaine,T/D/Sen/VA

Alt Order #:

06142229

Product Desc:

KAINE FOR SENATE

Flight Dates:

10/15/12 - 10/21/12

Estimate:

11102

WUSA

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
3 WUS	A 10/16/1	2 10/18/12	CBS This Morning		7-9a	- T-T	:30	2	\$300.00P-2	0.00 NM	2	\$600.00
_	Start Date 10/15/12	End Date 10/21/12	<u>Weekdays</u> -T-T	Spots/Week 2	Rate \$300.00	Rating 0.00						
		2 10/18/12	Price Is Right The Price Is Right	СМ	11a-12p	MT	:30	2	\$375.00P-3	0.00 NM	2	\$750.00
_	Start Date 10/15/12	End Date 10/21/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$375.00	Rating 0.00						
		2 10/19/12		СМ	1230-3p	-TF	:30	2	\$300.00P-3	0.00 NM	2	\$600.00
\$	Start Date	End Date	Daytime <u>Weekdays</u>	Spots/Week	(12:30 PM-3 Rate	Rating						
	10/15/12 SA 10/17/1	10/21/12 2 10/17/12	-TF DT	CM 2	\$300.00 1230-3p	0.00	:30	1	\$400.00P-3	0.00 NM	1	\$400.00
			Soaps		(12:30 PM-3	:00 PM)		•	V.00.001	0.00		V 100.00
_	Start Date 10/15/12	End Date 10/21/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$400.00	Rating 0.00						
7 WUS	SA 10/21/1	2 10/21/12	CBS Sunday Mor CBS Sunday Mor		9-1030a	S	:30	1	\$1,000.00P-3	0.00 NM	1	\$1,000.00
	Start Date 10/15/12	End Date 10/21/12	Weekdays	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
		2 10/17/12	3-4p	СМ	3-4p	M-W	:30	2	\$225.00P-3	0.00 NM	2	\$450.00
S	Start Date	End Date	The Doctors Weekdays	Spots/Week	Rate	Rating						
	10/15/12	10/21/12	M-W	2	\$225.00	0.00						
9 000	SA 10/16/1	12 10/18/12	4-5p Dr. Phil	СМ	4-5p	•T - T	:30	2	\$325.00P-3	0.00 NM	2	\$650.00
_	Start Date 10/15/12	End Date 10/21/12	<u>Weekdays</u> -T-T	Spots/Week 2	Rate \$325.00	Rating 0.00						
			9 News @ 5p 9 News @ 5p	СМ	5-6p	MTWTF	:30	5	\$700.00P-2	0.00 NM	5	\$3,500.00
_	Start Date 10/15/12	End Date 10/21/12	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$700.00	Rating 0.00				i		
11 WUS	SA 10/15/1	2 10/19/12	9 News @ 6p 9 News @ 6p	СМ	6-630p	MTWTF	:30	5	\$900.00P-2	0.00 NM	5	\$4,500.00
Week: 1	Start <u>Date</u> 10/15/12	End Date 10/21/12	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$900.00	Rating 0.00		_				
12 WUS	SA 10/17/1	2 10/19/12	CBS Evening Nev		630-7p (6:30 PM-7:0	W-F	:30	2	\$3,500.00P-2	0.00 NM	2	\$7,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/15/12 SA 10/15/1	10/21/12	9 News Tonight 7		\$3,500.00 7-730p	0.00 MTWTF	:30	5	\$800.00P-2	0.00 NM	5	\$4,000.00
			9 News Tonight 7	P	оор		.00	•	ψ000.001°-2	0.00 1410	3	\$4,000.00
-	Start Date 10/15/12	End Date 10/21/12	Weekdays MTwTF	Spots/Week 5	<u>Rate</u> \$800.00	Rating 0.00						
14 WUS	A 10/20/1	2 10/20/12	9 News @ 6p Sat 9 News @ 6p Sat		Sat 6-630p	S-	:30	1	\$350.00P-2	0.00 NM	1	\$350.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/15/12 A 10/20/1	10/21/12 2 10/20/12	CBS Evening New	rs Satu@M	\$350.00 Sat 630-7p	0.00 s-	:30	1	\$600.00P-3	0.00 NM	1	\$600.00
	Start Date	End Date	CBS Evening Nev Weekdays		·	Detino				0.00		V 000.00
Week: 1	0/15/12	10/21/12	S-	1	<u>Rate</u> \$600.00	Rating 0.00						
16 WUS	A 10/21/1	2 10/21/12	CBS Evening New CBS Evening New		6-630P	S	:30	1	\$600.00P-3	0.00 NM	1	\$600.00
<u>ş</u> Week: 1	<u>Start Date</u> 0/15/12	End Date 10/21/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
	_		9 News @ 630p S 9 News @ 630PN		630-7P	S	:30	1	\$400.00P-3	0.00 NM	1	\$400.00
ន	itart Date	End Date	Weekdays	Spots/Week	Rate	Rating						

Print Date: 05/14/12 10:48:11 Page 3 of 3

WUSA

Order / Rev: 683413

00440000

10/15/12 - 10/21/12

Advertiser: Kaine, T/D/Sen/VA

Alt Order #: 061422

Flight Dates:

06142229

Product Desc: KAINE FOR SENATE

Estimate:

11102

Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount 17 WUSA 10/21/12 10/21/12 9 News @ 630p Sun CM 630-7P ----S :30 \$400,00P-3 0.00 NM \$400.00 9 News @ 630PM Sunday Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----S \$400.00 0.00 18 WUSA 10/16/12 10/18/12 Entertainment Tonight CM 730-8P -T-T---:30 \$800.00P-3 0.00 NM 2 \$1,600.00 **Entertainment Tonight** Start Date End Date Weekdays Spots/Week Rating Rate -T-T---Week: 10/15/12 10/21/12 \$800.00 0.00 19 WUSA 10/15/12 10/15/12 Mon Prime C CM 10-11P :30 M----1 \$3,500,00P-3 0.00 NM \$3,500.00 Hawaii Five-0 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 M-----\$3,500.00 0.00 20 WUSA 10/16/12 10/16/12 Tue Prime A CM 8-9P -T----:30 1\$14,000,00P-2 0.00 NM \$14,000.00 **NCIS Start Date End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 -T----1\$14,000.00 0.00 21 WUSA 10/17/12 10/17/12 Wed Prime B СМ 9-10P :30 --W---1\$10,000.00P-2 0.00 NM \$10,000.00 Criminal Minds **Start Date End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 --W----1\$10,000.00 0.00 22 WUSA 10/18/12 10/18/12 Thu Prime C CM 10-11P ---T---:30 1 \$9,000.00P-2 0.00 NM \$9,000.00 The Mentalist **Start Date End Date** Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 ---T---\$9,000.00 0.00 23 WUSA 10/19/12 10/19/12 Fri Prime A CM 8-9P ----F--:30 1 \$3,000.00P-2 0.00 NM \$3,000.00 **Undercover Boss** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 ----F--\$3,000,00 0.00 24 WUSA 10/20/12 10/20/12 Sat Prime C CM 10-11P ----S-:30 1 \$1,200.00P-3 0.00 NM 1 \$1,200.00 48 Hours Mystery Start Date **End Date** Weekdays Spots/Week Rating Rate ----s-Week: 10/15/12 10/21/12 \$1,200.00 0.00 25 WUSA 10/21/12 10/21/12 Sun Prime C CM 9-10P ----5 :30 1\$12,000.00P-2 0.00 NM \$12,000.00 **Start Date End Date** Weekdays Spots/Week Rate Rating ------s Week: 10/15/12 10/21/12 1\$12,000.00 0.00 26 WUSA 10/15/12 10/19/12 9 News @ 11p CM M-Su 11-1135p MTWTF--:30 5 \$2,500,00P-2 0.00 NM \$12,500.00 9 News @ 11p Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 MTWTF--5 \$2,500.00 0.00 27 WUSA 10/20/12 10/20/12 9 News @ 11p CM M-Su 11-1135p :30 ----S-1 \$2.500.00P-2 0.00 NM \$2,500.00 9 News @ 11p Start Date Weekdays **End Date** Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---S-0.00 \$2,500.00 28 WUSA 10/21/12 10/21/12 9 News @ 11p CM M-Su 11-1135p ----s :30 1 \$2,500.00P-2 0.00 NM \$2,500.00 9 News @ 11p Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----S \$2,500.00 0.00 29 WUSA 10/15/12 10/19/12 1135P-1237A Letterman M-W-F--:30 \$400.00P-3 0.00 NM 3 \$1,200.00 Late Night with David Lettermar(11:35 PM-12:35 XM) Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 M-W-F--\$400.00 0.00

REP: TEL# 703 \$28 7800 CREDIT ADVISORY: AGEN(ORDER WORKSHEET

REP HEADLINE# 6142229

MAY14/12 10:33 *** WUSA-TV *** MEDIA STRATEGIES & RESEARCH D POLI/T KAINE/D/SEN/VA RACHEL BEALE D/P REC# - WASHINGTON, NSI FAX# 703 528 7880 AGENCY CREDIT RISK !!! HARRIS RPT. FROM DET KAINE FOR SENATE 10/BILL CODE **RECAP** DATE S8/CITY TAX AARON ASHE 17/RTG SVC CO-OP KEY 16/BYR 9/AREA MO-SU ****#LSI 64/ACON 4/SLSP# 57/CO-OP TYPE 2/ADVERTISER# 14/ORDER TYPE CARD 59/STATE TAX 21/BILL WK 1/AGENCY# 11/RATE 63/PCON 3/PROD# 20/EOS 5/REP# BIAS# WK-1 END DATE-OCT21/12 E Z 318 MASSACHUSETTS AVE, WASHINGTON, DC 20002 *** UNAPPROVED REV #1 START DATE-OCT15/12 PARTIAL LINE/S ADDRESS AGENCY LINE/S ORDER DELETE ZEZ ADD

PLS CFM, THX: 5/14 FR:HILARY REV TP LN 2: TTLS RTS TO: LANCE REP:

***** THIS IS A CASH IN ADVANCE SCHEDULE **** CON CM

KAINE FOR SENATE 2012

£ 0	/LIN		М		w	
	23/ 7					
v, (# C #					
i c	CD SC#					
RATE			\$450.00		\$500.00	
£	/WK		m		w	
PLAN	16/					
	14/ PLAN					
Ç	14/	11102				
į	13/	U				
4	DATE	AGENCY EST#	10/19		61/01	
T COO	DATE	AGENC	30 10/15 10/19		30 10/15 10/19	
	HLN		30		30	
	PTRN LNTH	0				
	TIME	CODE	00A		00A	
CNG NTCAE	TIME	AGENCY ADVERTISER CODE AGENCY PRODUCT CODE =	500A-600A	SA NEWS	600A-700A	6A NEWS
	CD DAYS	AGENCY	M,W,F	PROGRAM :	Σ Έ	PROGRAM :
				PROG	2 T M-F	PROG
Ω Ω			н		N	
ď	L'N					

MAY14/12 10:33 *** WUSA-TV *** REP: TEL# 703 528 7800 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS RPT. FROM REP FROM REP

REP HEADLINE# 6142229

STS . STATION CD SPOT CD SC# 23/ /LIN	N		N		a		1		1		7		8		ហ		v		N		ហ		1	
RATE SPOT 18/	\$300.00		\$375.00		\$300.00		\$400.00		\$1,000.00		\$225.00		\$325.00		\$700.00		\$900.00		\$3,500.00		\$800.00		\$350.00	
SPT/WK	0		N		N		ч		т		8		61		ហ		W.		N		ស		н	
PLAN PRICE 16/																								
PLAN																								
CLS SEC 13/ 14/																								
END C	10/18		10/18		61/01		10/17		10/21		10/17		10/18		61/01		61/01		10/19		61/01		10/20	
BEGIN	10/16		10/15		10/16		10/17		10/51		10/15		10/16		10/15		10/15		10/17		10/18		10/20	
PTRN LNTH	30		30		30		30		30		30		30		30		30		30		30		30	
ខា			NO		4 0		Д		4															
IN END TIME	700A-900A	3	1100A-1200N	RIGHT	1200N-1230P	ŭ	1230P-300P	ហ	900A-1030A	MORN	300P-400P	ORS	400P-500P		500P-600P		600P-630P		630P-700P	NEWS	700P-730P		600P-630P	e S
BEGIN	7007	EARLY SHOW	110	PRICE IS	120	NOON NEWS	123	CBS SOAPS	006	CBS SUN MORN	300	THE DOCTORS	400	DR PHIL	200	SP NEWS	600	6P NEWS	630	CBS EVE NEWS	700	7P NEWS	600	SUN 6P NEWS
DAYS	TU, TH	PROGRAM :	M, TH	PROGRAM :	TU, F	PROGRAM :	WED	PROGRAM :	SUN	PROGRAM :	Α, Σ	PROGRAM :	TU, TH	PROGRAM :	ίι, Σ	PROGRAM :	ių ι Σ	PROGRAM :	ጀ, ፑ	PROGRAM :	Σ i	PROGRAM :	SAT	PROGRAM :
С # 14	м	PRO	4	PRO	ı,	PRO	v	PRO	7	PRO	80	PRO	ov.	PRO	10	PRO	11	PRO	12	PRO	13	PRO	14	PRO
RED LN#	·														d		н		т		H		ਜ	
BS #																								

FAX# 703 528 7880 FROM REP CREDIT RISK !! AGENCY 7800 REP: TEL# 703 528 CREDIT ADVISORY: ORDER WORKSHEET

REP HEADLINE# 6142229

MAY14/12 10.33 *** WUSA-TV ***

ហ SPOT/LIN N 23/ CD STATION CD SC# 12000.00 14000.00 10000.00 \$800.00 \$3,500.00 \$9,000.00 \$3,000.00 \$1,200.00 \$2,500.00 \$600.00 \$400.00 \$600.00 RATE SPOT 18/ Н Н Н S SPT /WK N Н Н Н Н H Н н PLAN PRICE 16/ PLAN SEC 14/ 13/ END 30 10/15 10/19 10/16 10/18 10/16 10/17 10/17 30 10/18 10/18 10/18 10/18 10/20 10/20 30 10/21 10/21 10/21 30 10/21 10/21 10/1 10/20 10/20 10/15 10/16 10/21 BEGIN DATE 30 30 30 30 30 30 30 30 PTRN LNTH 1000P-1100P 1100P-1135P 10001-1100F 1000F-1100F TIME 90001-4006 BOSS 900P-1000P BEGIN END TIME TIM 800P-900P CRIMINAL MINDS 800P-900P 630P-700P 600P-630P 630P-700P 730P-800P GOOD WIFE 630P NEWS EVE NEWS EVE NEWS UNDERCOVER HAWAII 5-0 MENTALIST 11P NEWS HRS NCHS SUN THE CBS CBS 8 E •• •• •• •• TU, TH DAYS SUN PROGRAM PROGRAM PROGRAM ΣOΣ PROGRAM WED PROGRAM PROGRAM E F SUN NDS PROGRAM TUE PROGRAM THU FRI PROGRAM SAT PROGRAM PROGRAM SAT PROGRAM 0 17 18 70 2 2 9 7 #ZI 15 19 REP 2 7 23 24 16 ES LN#

**

REP HEADLINE# 6142229

MAY14/12 10;33 *** WUSA-TV *** FAX# 703 528 7880 CREDIT RISK !!! HARRIS RPT. FPOM 7800 AGENCY REP: TEL# 703 528 CREDIT ADVISORY: ORDER WORKSHEET

STS STATION CD

RATE

PLAN PRICE

H ZI	н		н		۳			
SPOT /LIN							0 0	
CD CD 23/							102250.00	
							0225	
STATION CD SC#							7	
S C							TOTAL SPOTS	
a 64	00.		00.		00.			ě
SPOT 18/	\$2,500.00		\$2,500.00		\$400.00		TRACT	CABL
	\$2,		\$2,		v)		CONTRACT	U
SPT /WK	-		н		m		ŭ	₩ H
8 /								MDUM
PRICE 16/								
7 7 1								æ -1
PLAN								MDUM
SEC 14/								30
13/								WRC
END	10/20		10/21		10/19			10% 861
_								ILA 1
BEGIN	10/20		10/21		10/15			W C
	30 1		30 1		30 1			218
LNTH	rı		173		171			
PTRN								WTTG
<u>ω</u>	5 P		3 S P		3 5 A			23%
END	-113	S.	- 11	S S	-123			
BEGIN	1100P-1135P	11P NEWS	1100P-1135P	11P NEWS	1135P-1235A	NA		WUSA
8 H	דנ	112	ת		11	rerm		ហ
		SAT		SUN		LETTERMAN		\$444,565
		••		••	Íτ	••	00.0	\$444
DAYS	SAT	RAM	SUN	RAM	M, W, F	RAM	102250.00	LS
8		PROGRAM	-	PROGRAM	-	PROGRAM :	10	rota
REP LN#	27	щ	8	щ	5	щ	12	EI
BS LN#							OCT/12	MARKET TOTALS
피니							U	-

*-MULTIPLE

L-LENGTH M-MAKEGOOD N-PROGRAM NAME

Y-DAYS Z-COMMENTS

X-LATE

T-TIME

S-SPOTS PER WEEK

R-RATE

Q-PAID PGM

P-CLASS, PLAN, SECT

B-BUY TYPE

A-ADD

MOD CODE

DEMOS- RA35+*

SVC- NSI

C-CANCELLED DE-DELETE E-EFF DATES